

## Contest Details

Please read the following carefully. This information serves as the specifications for design and includes details about prospective media, size, and format as well as target audience and message. *Designs that do not meet these specifications will be disqualified from the competition.*

The Drake Neighborhood Association is looking for a suite of graphics that provide variations on a logo design for use in different formats. The different designs in the suite should be original artwork based upon the same theme and identifiable as a “branding image” for the neighborhood association. In addition, please include a tagline that may be used in conjunction with the graphics.

***Submission of entries acknowledges the right of the Drake Neighborhood Association to modify and use the images for publication and exhibition as they see fit. If modification of the winning design is required, the DNA will attempt to work with the artist. Please keep a copy of the original layered file in case modifications are requested.***

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**Contact Name:** Drake Neighborhood Association

**Phone Number:** 515-339-9768 (Kendall Dillon)

**Contest Deadline:** February 1<sup>st</sup>, 2010

**Submit entries to:** [DrakeNeighborContest@gmail.com](mailto:DrakeNeighborContest@gmail.com)

**Format that logo should be submitted in:** Submissions should include both vector (eps files) and PDF

*Members of the selection committee and their immediate family may not submit entries to the competition. All entries will remain anonymous for selection purposes.*

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### Specifications

**Logo graphic “suite” should be designed for use on:**

Neighborhood signage, website, letterhead, brochures, t-shirts, other

**Most important application for the logo is:**

Neighborhood signage – placed at entry points and high traffic locations to identify the neighborhood and welcome people to the area, conveying a “quick feeling”. *Signs will be approximately 24”x18” or 18”x24”.*

Other variations of the logo should provide brand recognition for the neighborhood association.

**Overall message that logo should convey:**

I've arrived in the Drake neighborhood, home to Drake University; where everyone is welcome, diversity is celebrated, history is valued, and a wide range of businesses thrive.

**Name, as it should appear on logo:**

Drake Neighborhood (for signage); Drake Neighborhood Association (for other formats)

**Background of the Neighborhood Association and short description of neighborhood:**

Founded in 1979, the Drake Neighborhood Association (DNA) is the second oldest and one of the largest neighborhood associations in Des Moines. The neighborhood association hosts events such as the annual house tour and national night out, works to beautify the neighborhood through plantings and community gardens, and advocates on behalf of the neighborhood residents and businesses.

The Drake Neighborhood Association was formed to:

- Gain awareness and instill pride in our neighborhood.
- Make our neighbors feel secure in their persons and belongings.
- Preserve and beautify our neighborhood.
- Promote a healthy business climate for area businesses.
- Encourage a self-help attitude in our neighborhood.

The Drake Neighborhood has a very diverse population, comprised of owners and renters, permanent residents and Drake University students.

If you would like to familiarize yourself with the Drake neighborhood, the boundaries are Franklin Ave on the North, MLK on the east, I-235 on the South, and 42<sup>nd</sup> Street on the west.

**Current Web Address:**

<http://www.drakeneighborhood.org/>

**Specific images, ideas, icons or attributes that could be included in design:**

- A representation of Drake University - the design may include a sketch of any University buildings;
- Cultural diversity;
- Rich architecture & historic homes;
- Neighborhood businesses districts – Dogtown, Uptown, Roosevelt Cultural District;
- People;
- Neighborliness;
- A sense of community in a large footprint

**Specific images, ideas or icons that should not be included in design:**

The design **cannot** include official Drake University icons, specifically the lettering or mascot (the Drake bulldog).

**Colors that should appear in design:**

Please submit designs in both color and black and white;

As one of the colors, please include Drake University Blue (PMS 661); we have retained permission from the University for its use.

**Target market / audience:**

Vehicular traffic; neighborhood residents; visitors

**Current / previous logos and thoughts about them:**



The previous logos for the DNA have exclusively included houses as the image. We would like this logo suite to include more than just houses, in order to better represent all aspects of the neighborhood.

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*Waiver of Rights*

Please include a copy of this with your email for submission of entry.

*I hereby certify that this artwork is original and designed specifically for the Drake Neighborhood Association. Should my entry be chosen as the winner, I hereby acknowledge that the design, files and concept are property of the Drake Neighborhood Association for modification and use as they see fit.*

Signed: \_\_\_\_\_

Date: \_\_\_\_\_